

Message Text

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E.O. 11652: N/A

TAGS: BTRA, ETRD, YO

SUBJECT: TRAVEL OF YUGOSLAV BUSINESSMEN REGARDING SUPPLY JOHN
DEERE AGRICULTURAL TRACTORS FOR YUGOSLAV MARKET

REF: ZAGREB 016

1. VLADO BLAZIC, VICE DIRECTOR POLJOOPSKRBA, MAJOR
AGRICULTURAL EQUIPMENT ENTERPRISE IN ZAGREB, PLANS VISIT
JOHN DEERE CORP, MOLINE, ILLINOIS, TO MEET BOARD CHAIRMAN HEWIZA
AND VICE PRESIDENT INTERNATIONAL OPERATIONS HANSEN TO DISCUSS
SUPPLY DEERE AGRICULTURAL TRACTORS FOR YUGOSLAVIA. BLAZIC
AND PETAR STANIC, DIRECTOR POLJOOPSKRBA AGRICULTURAL MACHINERY
DIVISION, EXPECT BE IN US DECEMBER 11 THROUGH 20, 1973. BLAZIC
CALLED ON CONGEN DECEMBER 6.

2. POLJOOPSKRBA (WTDR REFTL) REPRESENTS DEERE IN YUGOSLAVIA
AND HAS BEEN MOST SUCCESSFUL IN SELLING 100-HP AND LARGER DEERE
TRACTORS TO MAJOR AGRICULTURAL COMBINES COUNTRYWIDE IN YUGOSLAVIA.
BLAZIC UNDERLINES POLJOOPSKRBA HAS ORDERS FOR SOME 200 DEERE
TRACTORS IN 1974. HOWEVER, DEERE EXPORT OFFICIALS IN MANNHEIM,
FRG, ADVISE POLJOOPSKRBA THAT THEY CAN ALLOT ONLY 80-90 LARGER
TRACTORS IN 1974. BLAZIC CONCERNED THAT FAILURE FILL MAJOR
PORTION THESE 1974 ORDERS CAN SERIOUSLY ERODE DEERE'S STRONG
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MARKET POSITION IN YUGOSLAVIA, WITH SWEDEN'S VOLVO AND FRG'S

SCHLUETTER REPORTEDLY READY TO FILL VOID. BLAZIC ASKS
ASSISTANCE USG TO EMPHASIZE TO DEERE IMPORTANCE YUGOSLAV
MARKET. BLAZIC PUTS TOTAL VALUE POLJOOPSKRBA'S 1974
DEERE TRACTOR ORDERS AT WELL OVER DOLS 3 MILLION.

3. ACTION REQUESTED: GIVEN DEERE'S TRADITIONALLY STRONG POSITION
IN YUGOSLAV MARKET, BELIEVE IT FULLY APPROPRIATE FOR COMMERCE TO
CONVEY TO DEERE OFFICIALS BLAZIC'S INTEREST AND HOPE THAT ALL
POSSIBLE WILL BE UNDERTAKEN SATISFY 1974 DEMAND FOR DEERE
TRACTORS IN YUGOSLAVIA.
WILSON

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